



Cairo Air Improvement Project
Public Awareness Component

**Communication Plan for Launching the
Egyptian Vehicle Emissions Testing and
Certification Program**

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A Communication Plan For Launching the Egyptian Vehicle Emissions Testing and Certification Program

1. Overview

One of the CAIP components is to help the Government of Egypt and other stakeholder groups establish a vehicle emissions testing (VET) and certification program. The VET component team has worked with a wide range of stakeholder groups designing the program, formulating appropriate policies, constructing testing facilities, introducing testing and tune-up programs, and other activities. The Minister of Interior has signed the decree to launch the vehicle emissions testing and certification program. This was followed by the Local Popular Councils of Qalubiya and Giza governorates ratifying the program for their governorates with a starting date of first of June 2003. It is expected that other governorates will ratify the program so that the vehicle emissions testing and certification program will eventually be nationwide.

This plan suggests communication tasks which need to be done between now and first of June 2003 to prepare vehicle operators and involved stakeholder groups for the launch of the emissions testing and certification program. These tasks will become the base for communication programs in launching emissions testing and certification programs in other governorates in the future.

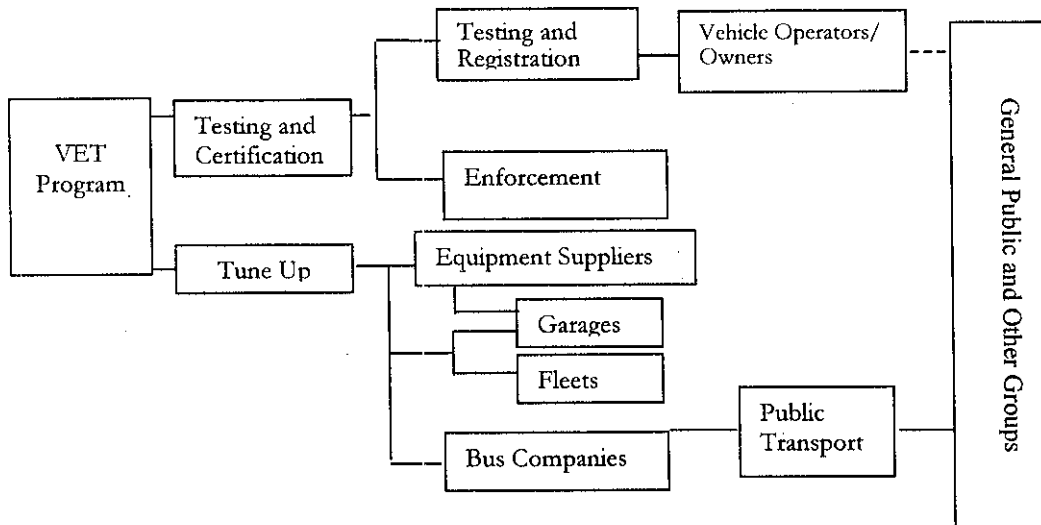
2. Goals

This communication program has three goals:

- To inform and gain acceptance of vehicle operators of the emissions testing and certification program and the benefits of having their vehicles tuned up.
- To prepare the involved stakeholder groups to effectively communicate the procedures and benefits of the testing program to vehicle operators.
- To enlist vehicle repair workshop to promote and provide proper tune up services which will ensure vehicles will pass the emissions testing.

3. Institutional Framework

The following chart shows the key stakeholder groups involved in the vehicle emissions testing and certification program. It is important that these stakeholders are all prepared for the launch of the testing and certification program. At this time the communication program will focus on the activities related to testing and certification of all operated vehicles,



The program is divided into two overall functions: (1) testing and certification; and (2) tune up. It is essential that both of these functions be developed so that they compliment each other. It would be a disaster if the testing program rejected vehicles and the operators could not find maintenance workshops that can properly tune up the vehicles to pass the emission test.

As the chart shows, there are four points where there is communication with the vehicle operator:

- Vehicle emission testing and registration office – these are operated by the Ministry of Interior
- Enforcement by traffic police – these come under the Ministry of Interior and are to be temporarily postponed.
- Garages workshops to do vehicle tune ups – there are a wide range of garage repair workshops that should be able to tune up and test vehicle emissions to make sure they will pass the testing center emissions tests.

The next two sections of this plan will provide more information on the vehicle operators and these two involved stakeholder groups.

4. Ultimate Target Audience

Vehicle operators are the ultimate target audience. This communication program will be successful when vehicle operators understand and accept the emissions testing and certification program. This includes their accepting having their vehicles tuned up to meet the emissions standards; and understanding that tune ups will reduce fuel consumption and help extend the life of their vehicles.

The 1998 CAIP Communication Baseline Survey revealed that vehicle operators had a high level of awareness of air pollution and the importance of a vehicle emissions program. The following are a few examples of what the respondents reported:

- a. 93% of respondents said that vehicle emissions are one of the main factors affecting Cairo's air quality.
- b. 99.5% said that they are aware of the health affects of air pollution.
- c. 43% of the respondents said they maintain/tune up their vehicles to reduce emissions and 37% said they maintain/tune up their vehicles to save fuel.
- d. 37% of the respondents said that they would be willing to pay LE 10-20 for a vehicle emissions test (45% of taxi driver respondents said they would be willing to pay this amount).

5. Key Stakeholders and Influential Groups

As mentioned above, there are two directly involved stakeholder groups who will be interacting with vehicle operators during the implementation of the emissions testing and certification program. It is important that the "front line workers" in these involved stakeholder groups fully understand the emissions testing program, why it is important, their role in its implementation, and be able to effectively communicate with the vehicle operators. These two groups are at the "critical communication points":

- a. Vehicle emission testing and registration offices – when vehicle operators go in to renew their licenses the staff at these offices must be able to explain why they need to first have emissions tests. This could be the first "critical communication point" explaining the emissions testing program, why it is important, and what the vehicle operators have to do. The people who will do the testing will have to be able to effectively communicate what they are doing and what the test results mean and will be explaining to those vehicle operators that their vehicle failed the test and what they have to do to have a tune up to correct the situation.
- b. Tune up garages/repair workshops – the garages/repair workshops are key components in this program. It is important to insure that there are sufficient numbers which are equipped and have qualified staff to tune up vehicles to pass the test. The second "critical communication point" will take place when the manager / technician tells the vehicle operator how much the tune up will cost. They also need to be able to communicate the benefits of tune ups in terms of fuel saving and

extending the life of the vehicle. (A decision needs to be made if garages should be certified and some type of sign identifying them so that vehicle operators know they are going to a proper garage for tune ups.) There is a wide range of potential tune up repair workshops including authorized automobile dealers, concerned gasoline stations, independent workshops, public sector garages, fleet garages, and road mechanics (who probably would not be able to afford the equipment required). (Ways will have to be found to identify these different types of garages and to encourage them to participate in the tune up program.)

There are several other influential stakeholder groups who need to be involved in the communication program:

- Senior officials – this is a wide range of people including the involved ministers and their senior staffs, governors and their senior staffs, department heads, and other groups. They need to understand in general terms the emissions testing program, why it is important, and what is their agency' role and responsibilities. They need to support this program by providing the needed resources and ensuring their staffs are doing what is needed to make the program work correctly.
- Mass media representatives – this will involve briefing senior media managers on the program to gain their support and then providing training and information (including access to people to interview) to the producers of articles and programs.
- Professional and commercial stakeholders – it is important, especially for the tune up program, that groups be engaged in the tune up promotion program. These could include tune up and analyzer equipment distributors, associations representing garages, automobile manufacturers/assemblers, and others. These groups will have a professional and/or commercial interest in making sure the testing/certification and tune up programs are operating properly.
- Influential groups – this could include briefing environmental NGOs, academic and other groups who are concerned with preventing/reducing air pollution.

6. Messages

There will be some general messages and then each stakeholder group will need special information. The general information needs to be included in all materials and briefings:

- What is the program – all vehicles will need to have and pass emissions testing before licenses can be renewed and will start within Qalubia and Giza and to be extended to all other governorates.
- Why is the program being implemented – vehicle emissions is the primary cause of air pollution in Cairo and other municipalities. Therefore, it is for the health welfare of the people.

- Benefits to vehicle operators – properly tuned up vehicles will not only reduce pollution, but will also be more fuel efficient and length of life of the vehicles will be extended.
- Who are the involved stakeholder groups and their roles – this includes the vehicle registration offices, tune up garages and traffic policemen.

Some of the special messages for specific involved stakeholder groups include:

- Senior officials – this group will need to understand the role and responsibilities of their agency, what their staffs have to do, and resources required.
- Vehicle registration offices – the front line workers need to be able to explain to vehicle operators what they have to do before licenses can be renewed. Those who carry out the emissions testing are– these front line workers who need to be able to explain in simple terms what the emissions test is and to explain what the results mean, especially if the vehicle fails. They also need to be able to describe to the vehicle operators what they have to do if their vehicle failed.
- Tune up workshops – these front line workers need to explain in general terms what is involved in the tune up and how it will not only reduce air pollution but will also reduce fuel consumption and extend the life of the vehicle.
- Professional and commercial stakeholders – these groups need to understand how they can help the program and at the same time benefit from it through advancing their clients professionally and profits from the program at the same time.

7. Communication Tasks

This section outlines two different types of tasks. The first group of tasks relates to preparing and supporting the second group which are the core communication programs/tasks.

The CAIP team may want to consider involving representatives from the key stakeholder agencies to serve as a working group to help design and test the various programs and materials.

For each of these tasks more detailed work plans will have to be prepared that will list specific steps to be taken, who is responsible, and include a detailed timetable.

A. Preparation and Supporting Tasks

#	COMMUNICATION TASKS	START DATE/ DURATION	REMARKS
A1	Review what has been previously done and the experience gained, evaluate materials produced, etc.	Jan 2003	CAIP/VET staff and SPAAC staff.
A2	Gathering information and preparing lists of relevant supporting stakeholders: equipment suppliers,		In close collaboration with CAIP/VET staff and EEAA

#	COMMUNICATION TASKS	START DATE/ DURATION	REMARKS
	transport association, relevant companies, environmental NGOs, relevant mass media leaders, registration offices in Qalubia and Giza, mechanics and senior officials.	Jan-Feb 2003	relevant staff and SPAAC.
A3	<ul style="list-style-type: none"> Creation of a network of communication plan partners through consensus building meetings with relevant stakeholders to support the tune up operation. Meetings with mass media communication partners. Meetings with senior officials 	February 2003	Reaching consensus on who will be responsible for what so as to support the implementation of the communication plan.
A4	<p>Formulating the messages and preparing a series of fact sheets including:</p> <ul style="list-style-type: none"> Describing the overall program (for senior officials and all stakeholder groups) Role of registration/emission test offices & what to communicate to vehicle operators Role of tune up garages, opportunities for them, and how to promote their services All relevant information to be used by media leaders 	Jan- Feb 2003	The first purpose of producing these fact sheets will be to ensure there is a consensus among technical specialists, policy makers and communications specialists of the messages to be communicated. These will be single sheets for distributing to the involved stakeholder groups.
A5	Produce briefing PowerPoint presentations for senior officials and the involved/supporting stakeholder Groups.	Feb 2003	These will be used to brief the various stakeholder groups in group meetings.
A6	Produce "point of contact" materials along with appropriate "handouts" for Vehicle registration offices (posters describing the testing procedures and handout on the meaning of the results and what to do if the vehicle fails.	March-April 2003	These materials will have to be determined based upon the needs of concerned stakeholder group as expressed. They will also have to be pre-tested with these groups. Decisions have to be made on who will bear the cost of production and distribution.
A7	<p>Prepare training programs and training aids for the four groups of front line workers. The training will include:</p> <ul style="list-style-type: none"> Briefing on the overall testing and certification program and why it is important Briefing on their specific roles and responsibilities Communication skills on how to explain the program to vehicle operators Practice in using the point of contact materials, handouts and other communication aids 	April 2003	This will be planned and organized with CAIP/VET staff and supported by SPAAC.
A8	Monitor the implementation of the communication program and make any modifications in the plan as needed.	On-going	This will involve both ensuring that the work is being done on schedule and the quality is sufficient.
A9			
A10			

The following communications tasks focus on specific target audience groups and will draw upon the outputs of the above preparation and support tasks.

B. Core Communication Tasks/Programs

#	COMMUNICATION TASKS	START DATE/ DURATION	REMARKS
B1	Official press conference by senior officials <ul style="list-style-type: none"> Announcing the introduction of the testing certification program. Provide a press release. Making officials available for interviews. 	April 2003	Key mass media leaders will be invited to events.
B2	Green light to utilization of mass media channels by mass media leaders, equipment suppliers and other communication plan partners. <ul style="list-style-type: none"> Provide communication messages to vehicle owners/drivers on the program of testing and registration. Raising awareness of advantages of emission testing and tune up. Producing supporting information on tune up service options for vehicle owners/drivers. 	April-May 2003	Raise awareness of vehicle owners/operators of the program to understand it, accept it and know how to have their vehicles tuned up.
B3	Close follow up of communication plan partners to ensure implementation of what was agreed upon and holding meetings if necessary to motivate compliance.	April-May 2003	Meetings with partners will be necessary if something is missing.
B4	Preparing emission centers of registration offices front line workers: <ul style="list-style-type: none"> Briefing the senior managers on the program and what their front line workers need to do Conduct training of the front line workers Ensure the point of contact materials are hung up in proper places Provide copies of handouts Have the front line workers practice explaining to vehicle operators the emissions test, what the results mean, what to do if their vehicles fail 	May 2003	This will draw upon the materials produced in the preparatory and supporting tasks and the training curricula and materials produced.
B5	Preparing the participating tune up garage front line workers: <ul style="list-style-type: none"> Identifying and briefing concerned professional and commercial groups who can promote the program to garages Conduct training of garage managers Ensure the point of contact materials are hung up in proper places Provide copies of handouts Have them practice communicating to vehicle operators what the tune up achieves, the costs, and benefits in fuel saving and extending the life of their vehicles 	May 2003	All relevant information will be channeled to media leaders for dissemination. Equipment suppliers will be the main partners of this as well as other supporting stakeholders.

	<p>-transport related associations</p> <p>2-Organization of and Moderation of meetings for mobilization of stakeholders:</p> <p>-mass media leaders</p> <p>-senior officials</p> <p>-environmental NGOs</p>	
A6	Support design and pretesting of point of contact materials after visiting all relevant locations (posters and handouts) for production.	March
A 7 B 3- 4	<p><u>Training of front line registration offices:</u></p> <p>1-Working closely with CAIP/VET team to support in whatever is necessary to prepare the training programs for front line workers.</p> <p>2-Ensure collaboration with registration offices to decide on place, duration of the training and numbers to be trained to plan for training sessions.</p> <p>3-Conduct the training.</p> <p>4-Distribute point of contact materials and ensure placement in right locations.</p>	<p>April 1- 24</p> <p>May 1-15</p> <p>May 15- 22</p>
B1	<p><u>Press Conference</u></p> <p>1-Make all necessary communication to plan for the Press Conference. <i>(Dr. Zeinab)</i></p> <p>2- Prepare the press release in consultation with all relevant stakeholders. <i>(Dr. Zeinab)</i></p> <p>3- Make all necessary arrangements with media leaders. <i>(Dr. Omneya)</i></p> <p>4-Follow up on precise implementation of all plans leading to successful press conference. <i>(CAIP staff)</i></p>	<p>Conference by April 10</p> <p>March 23</p>
B2	Ensure all communication plan partners are ready to start campaign for emission testing and tune up to initiate mass media campaign right after the press conference.	April - May

8. Monitoring Plan

A detailed monitoring plan will have to be developed as part of preparing the detailed work plan. The monitoring plan should contain the following elements:

- Measuring indicators related to achieving the goals described in Section 2 – participation of vehicle operators, involved stakeholder groups, and tune up garages.
- Are the tasks being completed as scheduled?
- Pre-testing materials and programs, and making adjustments as needed.
- Securing feedback from the involved stakeholder groups on how the program is going, and providing additional assistance, materials or training as needed.

VET COMMUNICATION CAMPAIGN FOR SENIOR OFFICIALS

PURPOSE: To create a basic understanding of the VET program design and to persuade senior decision makers to take required actions for implementing the program; to assign required people and resources; and to support its implementation

TARGET AUDIENCE GROUPS: (1) Senior Policy Makers; and (2) Senior VET Stakeholders

BASIC MESSAGE: The VET program design will require close cooperation and coordination among the concerned groups

TARGET AUDIENCE	ACTIONS	PURPOSE	MESSAGE	TIMING	REMARKS
EEAA CEO, Minister of Environment, Traffic Departments, Governors, Ministry of Mass Communication, Ministry of Industry, Ministry of Local Administration - Members of Environment committee (Shoura Council & People's Assembly) - Ministry of Petroleum	- (1) VET Brochure Overview & Benefits - (2) Briefing Presentation - Overview of the programme - Equipment - Benefits - Communication - Meetings	To give these senior officials general understanding of program and benefits to them; organizations involved; actions they must take; and get their concurrence of program	- Give overview of program - its potential benefits, who will be involved - actions these sr. officials must take - Roles and responsibilities of their agencies - How the program relates to enforcing Law 4		These printed materials will include a one page summary of program; summary of results & benefits; presentations could be small group or even one-on-one

VET COMMUNICATION CAMPAIGN FOR TRAFFIC DEPARTMENTS & EEAA STAFF

PURPOSE: To establish the infrastructure required to implement the VET program

TARGET AUDIENCE GROUPS: Traffic Department officials who will supervise and implement the VET programme and EEAA staff who will be responsible for the Hotline Service. These groups will be addressed through the training they will receive. Attached is the training plan.

BASIC MESSAGE: Explanation of the program, their role in implementing it, and the actions they must take

TARGET AUDIENCE	ACTIONS	PURPOSE	MESSAGE	TIMING	REMARKS
Traffic Department Managers & Central Traffic Department	<ul style="list-style-type: none"> (2) Presentation for the Briefing Briefing Meeting(s) 	To inform them of the program; get their endorsement for the enforcement mechanisms; and enlist their support for implementation	<ul style="list-style-type: none"> The elements which must be put into place who will be responsible for what the benefits of program explanation of the fine structure How to deal with the public 		This is an overview of the Testing Program -- for the managers in the key participating organizations who will oversee the development of the elements of the program
Engineers and Officials of the Traffic Departments	<ul style="list-style-type: none"> (3) Posters explaining the testing steps (4) Flyers explaining the testing steps 	To inform them of the programme and explain their exact roles	<ul style="list-style-type: none"> VET Programme Their exact roles The benefits of the programme 		This group will be addressed during the training that is to be provided to them. The training will include an overview of the programme, technical training on the equipment, and how to communicate with the public.
Operators of the Traffic Departments	<ul style="list-style-type: none"> (2) Presentations (3) Posters explaining the 	To inform them of the programme and explain their	<ul style="list-style-type: none"> VET Programme Their exact roles 		This group will be addressed during the training that is to

TARGET AUDIENCE	ACTIONS	PURPOSE	MESSAGE	TIMING	REMARKS
	<ul style="list-style-type: none"> testing steps (4) Flyers explaining the testing steps 	exact roles	<ul style="list-style-type: none"> The benefits of the programme 		be provided to them. The training will include an overview of the programme, technical training on the equipment, and how to communicate with the public.
EEAA Hotline Service Staff	<ul style="list-style-type: none"> (5) Guidelines with all the details of the programme (comprehensive view of the programme, roles and responsibilities of EEAA and the Traffic Departments, How to communicate with the public over the phone, etc.). 	<ul style="list-style-type: none"> To inform this group of its role and provide it with the necessary tools to perform it 	<ul style="list-style-type: none"> The Vet Programme Their role in its implementation 		<p>The roles and responsibilities of this group will be identified by EEAA and the Traffic Departments</p> <p>The contact information for this service should be included in the posters, flyers, and all the material to be distributed to the public.</p> <p>This group will be addressed during the training that is to be provided to them. The training will include a comprehensive view of the programme, how to communicate with the public, etc.</p>

VET COMMUNICATION CAMPAIGN FOR TUNE-UP PROVIDERS

PURPOSE: To establish the infrastructure required to implement the VET program

TARGET AUDIENCE GROUPS: All agencies, companies, and workshops that can handle tune-up services

BASIC MESSAGE: Explanation of the program and their role in implementing it as well as the programme benefits for them.

TARGET AUDIENCE	ACTIONS	PURPOSE	MESSAGE	TIMING	REMARKS
Oil Companies	<ul style="list-style-type: none"> - Awareness meetings of the programme and the ministerial decree - Meetings to introduce them to VET equipment suppliers - (1) VET Brochure Overview & Benefits - (2) Programme presentation 	Introduce them to the overall programme, their expected roles, tune-up as an important part of the implementation, and the benefits of the programme.	<ul style="list-style-type: none"> - Providing tune-up services presents an economic opportunity for garages--here is what you have to do - What is involved in the tune-up - Recognize that they can convince the public that tune-up will not only reduce air pollution but will also reduce fuel consumption and extend the life of the vehicle. 		Top official and decision-makers at the political/corporate level have to be addressed to convince them with the benefits of the programme and to get their support for the VET programme in Egypt through public messages.
Fuel Stations, Car Dealers, Service Stations, Large and Medium Maintenance Workshops & car dealers	<ul style="list-style-type: none"> - Awareness meetings of the programme and the ministerial decree - (6) Poster on ministerial decree and programme benefits - (7) Flyer on tune-up programme - Meetings to introduce them to VET equipment suppliers 	Introduce them to the overall programme, their expected roles, tune-up as an important part of the implementation, and the benefits of the programme.	<ul style="list-style-type: none"> - Providing tune-up services presents an economic opportunity for garages--here is what you have to do - What is involved in the tune-up - Recognize that they can convince the public that tune-up 		<p>This group has to be aware that it is of benefit for them to offer the emission testing service as well as the tune-up service.</p> <p>It is important for this group to realize that motorcycles are among the main polluters and that this pollution can be</p>

TARGET AUDIENCE	ACTIONS	PURPOSE	MESSAGE	TIMING	REMARKS
	<ul style="list-style-type: none"> (8) Flyer/Brochure on motorcycle oil-fuel ration 		<p>will not only reduce air pollution but will also reduce fuel consumption and extend the life of the vehicle.</p> <ul style="list-style-type: none"> Using a certain oil-fuel ration for motorcycles reduces harmful emissions 		<p>reduced by using a certain oil-fuel ratio. The group should understand that although the enforcement will not include motorcycles at this stage, they will be included in the near future.</p>
VET equipment suppliers	<ul style="list-style-type: none"> Awareness meeting of the programme, the ministerial decree, and business opportunities. 	<ul style="list-style-type: none"> To introduce the group to the programme and the business opportunities that it allows To establish communication between suppliers and buyers of VET equipment. 	<ul style="list-style-type: none"> The ministerial decree The VET programme Potential clients Type of equipment required 	8 March 2003	

VET COMMUNICATION CAMPAIGN FOR VEHICLE OWNERS & DRIVERS

PURPOSE: To inform vehicle owners of the VET Program, the emission testing requirements and steps as well as the tune-up services.

TARGET AUDIENCE: Vehicle Owners/Drivers in Cairo and Qalubiyah

BASIC MESSAGE: The VET program saves them money on gasoline and they must comply with the law, which is aimed at helping clean up Cairo's air pollution

TARGET AUDIENCE	ACTIONS	PURPOSE	MESSAGE	TIMING	REMARKS
Selected media representatives who produce programs/articles which reach policy makers and stakeholders (such as Al Ahram environmental editor, head of scientific broadcasting, producer of Good Morning Egypt, key magazine editors such as oil trade magazines, automobile associations, Egypt Today, etc.)	Work with Media Representatives who reach Policy Makers and VET Stakeholders--to create programs/articles about the overall program & why it is important to Cairo; providing briefing materials; making people available to be interviewed: - Workshop - Follow-up meetings	To get free air time & space describing the VET program and why it is important to help encourage policy makers and key stakeholders to take actions	The GOE is implementing a program of cleaning up the vehicle emissions which will be important for addressing Cairo's air pollution problems and will also save drivers money on gasoline		The briefing kits and presentations will be adapted and used for these media representatives
NGOs (environmental NGOs, microbus associations, etc.)	Work with NGOs to reach the public and communicate the programme messages: - Workshop - Follow-up meetings	To get the support of the NGOs in communicating the messages and benefits of the programme	The GOE is implementing a program of cleaning up the vehicle emissions which will be important for addressing Cairo's air pollution problems and will also save drivers money on gasoline		To decide on the effort to be directed to awareness and communication of microbus associations, we need to know how many are expected to be tested for licensing by next June.
University Professors	Work with university professors to promote the programme: - Workshop - Follow-up meetings	To get the support of the university professors in promoting the programme	The GOE is implementing a program of cleaning up the vehicle emissions which will be important for addressing Cairo's air		

TARGET AUDIENCE	ACTIONS	PURPOSE	MESSAGE	TIMING	REMARKS
			pollution problems and will also save drivers money on gasoline		
Vehicle Owners/Drivers (This includes private vehicle owners, public vehicle drivers, public and private company officials responsible for vehicle fleets, etc)	Introducing the programme, the ministerial decree, and the expected role of the owners: <ul style="list-style-type: none"> - (1) Flyer on Programme Overview & Benefits - (9) Educational Banner on general instructions for motorists - (10) TV spots - (11) Newspaper articles - (12) Car stickers - (14) Documentary film (programme overview and VET process) - (15) TV spots produced previously by CAIP - (16) TV shows (channels 1, 2, 3, education channels, and special channels like Dream and Mehwar) - (17) Radio shows 	To make the group aware of the new ministerial decree, the VET programme, and the tune-up. To explain the harmful health and environmental effects of air pollution caused by vehicle exhaust.	Before emission testing: <ul style="list-style-type: none"> - The need for the programme and the necessity of compliance with the decree - Emission testing and engine tune-up decrease fuel consumption and extend the life of the vehicle - Emission testing and tune-up help improve the environment During testing: <ul style="list-style-type: none"> - What to do to test vehicle emissions (test steps) - What to do if the vehicle passes - What to do if the vehicle fails After testing: <ul style="list-style-type: none"> - Where to go and what to do to get proper tune-up service (tune-up services and steps) - Tune-up is essential for the vehicle as well as improving the environment - What to do after tune-up is complete (re-testing) 		<ul style="list-style-type: none"> - Posters that explain the test steps will be available at each traffic department. The steps will be clear and will explain the roles of the traffic department and the public.